



Consumer-led development of novel sea buckthorn-based beverages

Geertsen, Julie; Allesen-Holm, Bodil Helene; Byrne, Derek Victor; Giacalone, Davide

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Poster Programme

Poster Session	Presentation Date	Presentation Time	Poster Numbers	Pin Up	Take Down
1	Monday 8 September	13:00-14:00	P001-P185 And all oral posters	Sunday 7 September from 13:00	Monday 8 September by 16:00
2	Tuesday 9 September	14:00-15:00	P186-P367 Any late posters And all oral posters	Tuesday 9 September from 08:30	Wednesday 10 September by 13:00

Poster Session 1

Poster Number	Poster Title
[P001]	Elderly people's preference for meal appearance and composition M.D. Aaslyng*, M.A. Tørrngren, L. Meinert, <i>Danish Meat Research Institute, Denmark</i>
[P002]	Sensorial analysis of the usage of soy sauce as a strategy to lower sodium intake M.E.M. Pinto-e-Silva, L. Aburad*, A.P.G. Geraldo, R.R.B. Silva, <i>Universidade de São Paulo, Brazil</i>
[P003]	Varietal and harvesting time effects on physical characteristics and acceptability of roasted fresh orange maize hybrids E.O. Alamu* ¹ , B. Maziya-Dixon ¹ , O. Olaofe ² , A. Menkir ¹ , ¹ <i>International Institute of Tropical Agriculture (IITA), Nigeria</i> , ² <i>Ekiti State University (EKSU), Nigeria</i>
[P004]	The effect of different Ca preparates on the sensory quality of functional beverages with dietary fibers A. Liutkevicius, G. Alencikiene*, V. Speiciene, A. Miezeleiene, <i>Kaunas University of Technology, Lithuania</i>
[P005]	Implementing sensory panel methods in sensory focus groups to achieve more actionable recommendations for product development T. Alex* ¹ , O. Gautreau ¹ , ¹ <i>SAM Sensory and Marketing International GmbH, Switzerland</i> , ² <i>SAM Sensory and Marketing International GmbH, France</i>
[P006]	One new food a day: Frequent one-time exposures to unfamiliar foods improve preadolescent children's willingness to try new foods V.L. Almli* ¹ , A. Nilsen ^{2,1} , I. Berget ¹ , N. Lien ² , M. Hersleth ¹ , ¹ <i>Nofima, Norway</i> , ² <i>Institute of Basic Medical Sciences, Faculty of Medicine, University of Oslo, Norway</i>
[P007]	SensMixed - an R-package for mixed effects modelling for sensory and consumer data I.S. Amorim* ^{1,2} , A. Kuznetsova ¹ , R.R. Lima ² , R.H.B. Christensen ¹ , P.B. Brockhoff ¹ , ¹ <i>Technical University of Denmark, Denmark</i> , ² <i>Universidade Federal de Lavras, Brazil</i>
[P008]	Measures of sensory satisfaction and overall satisfaction lead to a more detailed understanding of consumer's affective product perception than measures of liking alone B.V. Andersen* ¹ , G. Hyldig ¹ , I. Viemose ² , S. Jensen ³ , J. Laugesen ² , W.L.P. Bredie ² , ¹ <i>Technical University of Denmark, Denmark</i> , ² <i>University of Copenhagen, Denmark</i> , ³ <i>Aarhus University, Denmark</i>
[P009]	Size matters! Does serving size affect the result when conducting acceptance tests? B.V. Andersen* ¹ , S. Jensen ² , G. Hyldig ¹ , ¹ <i>Technical University of Denmark, Denmark</i> , ² <i>Aarhus University, Denmark</i>
[P010]	Evaluating size of differences between products P. Arents* ¹ , M. Foucras ¹ , C. Perrin ² , ¹ <i>Givaudan, The Netherlands</i> , ² <i>Givaudan, Switzerland</i>
[P011]	Do wine consumers use the terms included in the mouth-feel wheel when thinking about astringency? L. Vidal, A. Giménez, G. Ares*, <i>Universidad de la República, Uruguay</i>
[P012]	Does a product-focused food choice questionnaire predict consumer responses to a choice conjoint task? L. Vidal, A. Giménez, G. Ares*, <i>Universidad de la República, Uruguay</i>
[P013]	Does personality influence snacking choices among adolescents? F. Mawad, M. Benedetti, A. Giménez, G. Ares*, <i>Universidad de la República, Uruguay</i>
[P014]	Evaluation of data aggregation in polarized sensory positioning L. Antúnez ¹ , A. Salvador ² , L. de Saldamando ¹ , P. Varela ³ , A. Giménez ¹ , G. Ares* ¹ , ¹ <i>Universidad de la República, Uruguay</i> , ² <i>Instituto de Agroquímica y Tecnología de Alimentos, Spain</i> , ³ <i>Nofima, Norway</i>
[P015]	Paper withdrawn
[P016]	An eye tracking analysis of consumer attention to a weight-loss beverage TV commercial M. Asakawa*, M. Okano, <i>Bunkyo University, Japan</i>
[P017]	High intensity sweeteners in espresso coffee: Quantitative descriptive analysis and time-intensity analysis B. Azevedo*, H. Bolini, F. Schmidt, <i>Unicamp, Brazil</i>
[P018]	Investigation of facial coding as a means of evaluating NPD concepts P. Bailey*, A. Franklin, C. Barnagaud, <i>MMR Research Worldwide, UK</i>

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[P019]	Italian taralli as typical bakery products: Sensory and physical measurements to assess their quality S. Barbieri*, F. Balestra, P. Rocculi, T. Gallina Toschi, A. Bendini, <i>Bologna University, Italy</i>
[P020]	Sensory quality of RTE vegetables in MAP related to some food security parameters over storage C.D. Barbosa* ^{1,2} , M.R.A. Alves ^{1,2} , O. Morais ¹ , M.B.P.P. Oliveira ² , ¹ <i>Instituto Politécnico de Viana do Castelo-ESTG, Portugal</i> , ² <i>REQUIMTE-Universidade do Porto, Portugal</i>
[P021]	Acceptation of sensory labelling by consumers R. Barrena*, T. García, <i>Universidad Pública de Navarra, Spain</i>
[P022]	Comparing free choice profile and flash profile for the sensory characterization of Brazilian cherry nectars A.M. Barros-Marcellini* ¹ , R. Deliza ² , P.S. Marcellini ¹ , C.T.G.B. Mattos ² , A. Rosenthal ² , ¹ <i>Federal University of Rio de Janeiro, Brazil</i> , ² <i>Embrapa Food Technology, Brazil</i>
[P023]	Age and gender effect on reported liking and intake of coarse vegetables: A Danish cross-sectional survey T.K. Beck*, S. Jensen, U. Kidmose, <i>Aarhus University, Denmark</i>
[P024]	Age and gender effect on reported liking of basic tastes among adult Danish consumers T.K. Beck*, S. Jensen, U. Kidmose, <i>Aarhus University, Denmark</i>
[P025]	Biotechnology on food production: A quali-quantitative approach T.G. Ribeiro, J.H. Behrens*, <i>University of Campinas, Brazil</i>
[P026]	A comparison of methods to include different variance/error structures of sensory and consumer data F. Belmonte*, R.H.B. Christensen, P.B. Brockhoff, <i>Technical University of Denmark, Denmark</i>
[P027]	Impact of number of samples on consumer acceptance, intensity and ideal ratings R. Boekholt*, P.H. Punter, K. Nuijten, <i>OP&P Product Research, The Netherlands</i>
[P028]	Can you use consumer focus groups to develop and test package design? R.P. Hamlin ¹ , M. Gin ¹ , J. Bogue* ² , ¹ <i>University of Otago, New Zealand</i> , ² <i>University College Cork, Ireland</i>
[P029]	"Harmony" of extra virgin olive oils (EVOOs) / insights from the long-term project "International Olive Oil Award - Zurich" M. Popp, A. Bongartz*, <i>ZHAW - Zurich University of Applied Sciences, Switzerland</i>
[P030]	"SENPAN" - Swiss panel of elderly people / insights into nutritional and sensory changes in elderly people J. Rudorf, S. Clauss, J. Kinner, A. Bongartz*, C. Brombach, <i>ZHAW - Zurich University of Applied Sciences, Switzerland</i>
[P031]	Insights into sensory changes in elderly people / "SENPAN" - Swiss panel of elderly people J. Rudorf, J. Kinner, A. Bongartz*, <i>ZHAW - Zurich University of Applied Sciences, Switzerland</i>
[P032]	The impact of age on perception / Liking of sucrose and citric acid enriched apple juices in young and elderly people M. Bruckner, J. Kinner, A. Bongartz*, <i>ZHAW - Zurich University of Applied Sciences, Switzerland</i>
[P033]	Salty and umami congruent odor improve palatability of salt-reduced foods K. Bonkohara*, M. Fuji, S. Noma, N. Igura, M. Shimoda, <i>Kyushu University, Japan</i>
[P034]	Consumers' preferences and taste perception toward raw and heated cheeses C. Bord*, A. Miyatani, D. Guerinon, A. Lebecque, <i>VetAgro Sup, France</i>
[P035]	Interest of complementary methods for understanding consumer choice. Example of French bread nutritionally improved C. Bord* ¹ , A. Miyatani ¹ , D. Guerinon ¹ , A. Chatillon ² , A. Vera ³ , A. Lebecque ¹ , ¹ <i>VetAgro Sup, France</i> , ² <i>LIMAGRAIN, France</i> , ³ <i>Phil XN, France</i>
[P036]	The role of involvement and familiarity on overall acceptability of meat products M. Borgogno* ¹ , A.V. Cardello ² , S. Favotto ¹ , E. Piasentier ¹ , ¹ <i>University of Udin, Italy</i> , ² <i>U.S. Army Natick Soldier RD&E Center, USA</i>
[P037]	R-packages for sensometrics by DTU Compute P.B. Brockhoff*, A. Kuznetsova, R.H.B. Christensen, <i>Danish Technical University, Denmark</i>
[P038]	Development of a predictive model for consumer appreciation of different meat products K. Broucke, G. Van Royen, T. Rysman*, <i>ILVO, Belgium</i>
[P039]	Branding moderates the impact of effort on food intake T.A. Brunner, <i>Bern University of Applied Sciences, Switzerland</i>
[P040]	Factors affecting check all that apply (CATA) responses D.T. Buck* ¹ , A. Hasted ² , Y. Taylor ¹ , ¹ <i>product perceptions ltd., UK</i> , ² <i>QI Statistics, UK</i>
[P041]	Consumers perception from three regions of Brazil concerning lipsticks differences J.T. Bueno* ¹ , M.C. Marcolini ¹ , D.A. Maciel ¹ , S. Féderle ¹ , V.V. Silva ¹ , C. Neto ¹ , M.T. Paccola ¹ , M. Lorencini ¹ , V.M. Di Mambro ¹ , ¹ <i>Cencoderma Instituição de Pesquisa, Brazil</i> , ² <i>Sensenova Desenvolvimento e Pesquisa Sensorial, Brazil</i>
[P042]	Sensory evaluation of shine in nail polishes using similar methodology to Munsell Color Test® J.T. Bueno*, M.C. Marcolini, S. Federle, D.S.C. Budie, M. Lorencini, V.M. Di Mambro, <i>Cencoderma Instituição de Pesquisa, Brazil</i>

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[P043]	Comparison of sensory characteristics of meat from red deer, fallow deer and Aberdeen Angus and Holstein cattle D. Bureš*, L. Bartoň, R. Kotrba, <i>Institute of Animal Science, Czech Republic</i>
[P044]	Hedonic napping®: A new way of combining descriptive and hedonic data for numerous products H. Cadiou*, L. Defeyter, F. Abiven, <i>Reperes, France</i>
[P045]	Identification of sensory attributes driving overall perceived quality of smoothies E. Campo* ¹ , M. Lozano ¹ , E. Arias ¹ , S. Remón ¹ , ¹ <i>University of Zaragoza, Spain</i> , ² <i>Aula Dei Scientific and Technological Park, Spain</i>
[P046]	Relationship between aromatic profile and acceptability of sourdough gluten-free breads E. Campo*, L. Del Arco, A.I. Negueruela, R. Oria, A. Ferrer, <i>University of Zaragoza, Spain</i>
[P047]	Emotion questionnaires: The effect of the number of emotions on consumer responses A.V. Cardello* ¹ , M. Bogogno ² , C. Craig ¹ , L.L. Lesher ¹ , ¹ <i>U.S. Army Natick RD&E Center, USA</i> , ² <i>University of Udine, Italy</i>
[P048]	Linking sensory characteristics of apples by the age of the respondent and the colour of the breed L. Casetti* ¹ , C. Brugger ² , T. Brunner ¹ , ¹ <i>Bern University of Applied Sciences, Switzerland</i> , ² <i>Agroscope, Switzerland</i>
[P049]	The interplay of qualitative and quantitative messages in shaping consumers' preferences for food safety under various certifying regimes: The case of Lebanon A. Chalak*, M. Abiad, <i>American University of Beirut, Lebanon</i>
[P050]	Exploring tablets for undergraduate school work Y. Chung, D. Chambers*, L. Lo, <i>Kansas State University, USA</i>
[P051]	Influence of orthonasal stimulation on liking and perceived flavour intensity M-H. Chapalay*, P. Bürgisser, P. Hulliger, L. Stegmüller, T. Brunner, <i>Bern University of Applied Sciences, Switzerland</i>
[P052]	Dynamism of flavour perception phenomena: Complementarity of sensory and instrumental temporal methods M. Charles* ¹ , A. Romano ¹ , S. Yener ^{1,2} , M. Barnabà ³ , F. Biasoli ¹ , L. Navarini ³ , F. Gasperi ¹ , ¹ <i>Fondazione Edmund Mach, Italy</i> , ² <i>Leopold-Franzens Universität Innsbruck, Austria</i> , ³ <i>Illycaffè S.p.a., Italy</i>
[P053]	Influence of different climatic conditions on the sensory quality of apples M.L. Corollaro ^{1,2} , M. Charles* ¹ , L. Manfrini ² , I. Endrizzi ¹ , E. Aprea ¹ , A. Zanella ³ , L. Corelli Grapadelli ² , F. Gasperi ¹ , ¹ <i>Fondazione Edmund Mach, Italy</i> , ² <i>Alma Mater Studiorum - University of Bologna, Italy</i> , ³ <i>Research Centre for Agriculture and Forestry Laimburg, Italy</i>
[P054]	Sensory comparison of organically and conventionally produced scab-resistant apples M. Charles*, M.L. Corollaro, J. Zambanini, E. Aprea, I. Endrizzi, F. Gasperi, <i>Fondazione Edmund Mach, Italy</i>
[P055]	Instrumental colour evaluation and visual consumer study of commercial beverages made with fruit juice and milk R. Fernández-Vázquez ¹ , C.M. Stinco ¹ , F.J. Heredia ¹ , C. Chaya* ² , I.M. Vicario ¹ , ¹ <i>University of Seville, Spain</i> , ² <i>Technical University of Madrid, Spain</i>
[P056]	Sensory characterization and consumer acceptance of la mancha trujillo melons fertilized with different dosages of pomace compost E. Sánchez-Palomo ¹ , M.A. Ferrer-Valverde ¹ , C. Chaya* ² , M.A. González-Viñas ¹ , ¹ <i>University of Castilla-La Mancha, Spain</i> , ² <i>Technical University of Madrid, Spain</i>
[P057]	Drivers of linking for the lotus root <i>Bugak</i> (Korean traditional fried dishes) J.E. Yang ¹ , J.H. Lee ¹ , Y.O. Song ² , E. Choe ³ , L. Chung* ¹ , ¹ <i>Kyung Hee University, Republic of Korea</i> , ² <i>Pusan National University, Republic of Korea</i> , ³ <i>Inha University, Republic of Korea</i>
[P058]	Conjoint analysis between sensorial characteristics, nutritional properties and price ranges of breakfast cereals C.T. Colantonio* ¹ , L.E. Lemarcis ¹ , L.M. Levi ¹ , F.N. Fernandes Carvalho ¹ , M.L. Marand ¹ , A.M. Appriou ¹ , P.L.A.M. Pensé-Lheritier ¹ , T.B. Thuillier ² , ¹ <i>Ecole de Biologie Industrielle, France</i> , ² <i>ABT Informatique, France</i>
[P059]	Linking consumer emotions and liking responses with sensory characteristics to drive growth of the nutrition bar category in the United States and Europe C.C. Conley*, L.K. Hendrix, K.A. Hogan, <i>DuPont Nutrition & Health, USA</i>
[P060]	Are consumers concerning about food colors? D.P.R. Azeredo ¹ , L.S.M. Moura ¹ , A. Cruz* ¹ , A. Sabaa-Srur ² , E.A. Esmerino ² , ¹ <i>IFRJ, Brazil</i> , ² <i>UFRRJ, Brazil</i>
[P061]	Contribution of mindfulness-based theory to product testing: A pilot study C. Cuny* ¹ , L. Strub ² , ¹ <i>Grenoble Ecole de Management, France</i> , ² <i>Grenoble Ecole de Management, France</i>
[P062]	SounBe, an innovative sound project tool involving sensory analysis: New possible applications in food consumption D. Dal Palù*, C. De Giorgi, B. Lerma, <i>Politecnico di Torino, Italy</i>

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[P063]	Interindividual differences in liking during repeated exposure to drink stimuli J.R. Dalenberg ^{*1,2} , L. Nanetti ^{1,2} , R.J. Renken ^{1,2} , R.A. de Wijk ^{1,3} , G.J. ter Horst ^{1,2} , ¹ Top Institute Food and Nutrition, The Netherlands, ² University Medical Center Groningen, The Netherlands, ³ Wageningen University and Research Centre, The Netherlands
[P064]	Facial expressions and autonomous nervous system responses elicited by tasting different juices L. Danner ^{*1,2} , S. Haindl ³ , K. Duerrschmid ¹ , ¹ University of Natural Resources and Life Science (BOKU), Austria, ² University of Applied Sciences Wiener Neustadt, Austria, ³ University of Vienna, Austria
[P065]	Visual attention and choice behavior in multi-alternative choice situations L. Danner ^{*1,2} , N. deAntoni ¹ , T. Poscher ¹ , K. Duerrschmid ² , ¹ University of Applied Sciences Wiener Neustadt, Austria, ² University of Natural Resources and Life Sciences (BOKU), Austria
[P066]	A possible behavioural approach to obesity: Links between visual cues in serving food and food consumption L. De Carli ^{*1} , D. Dal Palù ² , V. Bicchiega ³ , ¹ Università di Torino, Italy, ² Politecnico di Torino, Italy, ³ Istituto Auxologico Italiano IRCCS, Italy
[P067]	Distinct single-bite eating phases demonstrated by electromyography J. Derks ^{1,2} , R.A. de Wijk ^{*1,3} , C. de Graaf ^{1,2} , M. Stieger ^{1,2} , J.H.F. Bult ^{1,4} , ¹ TI Food and Nutrition, The Netherlands, ² Wageningen University, The Netherlands, ³ WUR, The Netherlands, ⁴ NIZO Food Research, The Netherlands
[P068]	Tetrad test as a viable tool for decision tests in the food industry M. Deck [*] , E. Heinloth, L. Bell, K. Jahnke, Kraft Foods Inc., R&D Munich, Germany
[P069]	Effective communication of novelty: The case of ripened cheese K.C. Deegan [*] , I. Palmujoki, J. Isotalo, H. Tuorila, University of Helsinki, Finland
[P070]	Combining novel consumer methods for business concept insight: Applying eyetracking, ideal profiling, CATA on emotions and focus groups C. Dehlholm [*] , G. Hansen, Danish Technological Institute, Denmark
[P071]	The history of descriptive methods – A chronological overview C. Dehlholm ^{*1} , W.L.P. Bredie ² , ¹ Danish Technological Institute, Denmark, ² University of Copenhagen, Denmark
[P072]	Brazilian consumers and the conceptualization of wellbeing in the context of food consumption D.C.R. Oliveira ¹ , R. Deliza ^{*2} , F.R. Rodrigues ³ , R.C. Souza ¹ , G. Ares ⁴ , ¹ IQ/Federal University of Rio de Janeiro, Brazil, ² Embrapa Food Technology, Brazil, ³ DTA/Federal Rural University of Rio de Janeiro, Brazil, ⁴ Universidad de La República, Uruguay
[P073]	Consumer attitude and preference towards frozen burgers M.M. Viana ¹ , V.L.S. Silva ¹ , R. Deliza ^{*2} , C.S. Favaro-Trindade ¹ , M.A. Trindade ¹ , ¹ University of São Paulo, Brazil, ² Embrapa Food Technology, Brazil
[P074]	Consumer perception of salt reduction in Minas Frescal cheese C. Barros ¹ , A. Rosenthal ² , E.H. Walter ² , R. Deliza ^{*2} , ¹ Federal Rural University of Rio de Janeiro, Brazil, ² Embrapa Food Technology, Brazil
[P075]	The trade-off between nutritional benefits and price when evaluating a non-familiar product K.R. Romano ¹ , A. Rosenthal ² , R. Deliza ^{*2} , ¹ Federal Rural University of Rio de Janeiro, Brazil, ² Embrapa Food Technology, Brazil
[P076]	Tilapia cooked by different methods: Sensory characterization using Flash profile J.C. Andrade ^{1,2} , W. Rocha ¹ , R.C. Souza ² , R. Deliza ^{*3} , J.R. Gonçalves ¹ , ¹ Institute of Food Technology, Brazil, ² Federal University of Rio de Janeiro, Brazil, ³ Embrapa Food Technology, Brazil
[P077]	Drivers of consumption of oral nutritional supplements in frail community and care home dwelling elderly: A means-end chain approach L.C. den Uijl ^{*1} , S. Kremer ¹ , G. Jager ² , A.J. van der Stelt ³ , C. de Graaf ² , J.B. Lawlor ³ , ¹ Food & Biobased Research Wageningen UR, The Netherlands, ² Wageningen UR, The Netherlands, ³ Danone Nutricia Research, The Netherlands
[P078]	A new approach to analyse open-ended questions: Application on the concept of minerality in wine P. Deneulin ^{*1,4} , Y. Le Fur ² , L. Gautier ³ , F. Bavaud ⁴ , ¹ Changins - University for Viticulture and Oenology, Switzerland, ² AgroSup Dijon, France, ³ Université de Bourgogne, France, ⁴ University of Lausanne, Switzerland
[P079]	Investigation of emotional expressions elicited by wine odour A. Rivé, P. Deneulin [*] , Changins - University for Viticulture and Oenology, Switzerland
[P080]	Development of a food-related identification test for olfactory assessment M.Y. Denzer [*] , N. Thuerauf, J. Kornhuber, A. Buettner, FAU, Germany
[P081]	Improving our knowledge on the role of TDS (total dissolved solids) on the flavour of water V. García, M. Paraira, R. Devesa [*] , Aigües de Barcelona, Spain

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[P082]	Olfactory sensory analysis comparing directional and non-directional triangle test D.S.C. Budie, S. Federle, J.T. Bueno, M.C. Marcolini, V.M. Di Mambro*, <i>Cencoderma Instituição de Pesquisa, Brazil</i>
[P083]	The influence of packing in purchase and repurchase decision of cosmetics products M.C. Marcolini, J.T. Bueno, D.S.C. Budie, S. Federle, M. Lorencini, V.M. Di Mambro*, <i>Cencoderma Instituição de Pesquisa, Brazil</i>
[P084]	The emperor's new nose G.B. Dijksterhuis* ^{1,2} , D. de Grave ¹ , ¹ Unilever R&D, The Netherlands, ² University of Copenhagen, Denmark
[P085]	Do culture, food type, place of consumption and the sensory properties of food influence the emotional response of consumers? G. Donadini* ¹ , M.D. Fumi ¹ , E. Kordialik-Bogacka ² , ¹ Università Cattolica del Sacro Cuore, Italy, ² Lodz University of Technology, Poland
[P086]	Too hot too cold or just right? Does the serving temperature affect the hedonic response of children to school meals? G. Donadini*, M.D. Fumi, <i>Università Cattolica del Sacro Cuore, Italy</i>
[P087]	First position effect on the emotional response of consumers: A case study in chocolate and beers R. Dorado*, A. Picard, C. Pérez-Hugalde, C. Chaya, <i>Technical University of Madrid, Spain</i>
[P088]	An inspiring vision of implicit measures to understand consumers' relationship with products L. Dreyfuss*, H. Nicod, <i>Biofortis Sensory & Consumer, France</i>
[P089]	Social and cultural influences in designing cross-cultural consumer research - Case studies in China and Brazil L. Dreyfuss*, H. Nicod, A. Eschevins, <i>Biofortis Sensory & Consumer, France</i>
[P090]	The Affective Misattribution Procedure (AMP) as a preference measurement L. Dreyfuss*, H. Nicod, J. Mallard, <i>Biofortis Sensory & Consumer, France</i>
[P091]	Variability in sensory trained panels' performances L. Dreyfuss*, H. Nicod, <i>Biofortis Sensory & Consumer, France</i>
[P092]	Napping® and free sorting, a reproducibility study using savoury samples C. Dubreuil* ¹ , L. Hewson ² , J. Hort ² , ¹ Mars Petcare, UK, ² University of Nottingham, UK
[P093]	Memory description and liking of coloured cake S. Jantathai ^{1,2} , A. Mukprasirt ³ , K. Duerrschmid* ¹ , ¹ University of Natural Resources and Life Sciences Vienna, Austria, ² Maharakham University, Thailand, ³ King Mongkut's University of Technology, Thailand
[P094]	Addition of vinegar to "cabeça de xara" made from Alentejano pig meat increases shelf life M. Laranjo, M.E. Potes, M. Elias*, <i>Universidade de Évora, Portugal</i>
[P095]	Influence of objective and subjective knowledge on the acceptability of different quality virgin olive oils A.C. Ellis*, L. Raggio, C. Feller, A. Gámbaro, <i>Universidad de la República, Uruguay</i>
[P096]	Arginine improves sensory acceptance of probiotic low sodium cheese T. Felicio ¹ , A. Cruz ¹ , E. Esmerino* ² , H. Bolini ² , ¹ IFRJ, Brazil, ² UNICAMP, Brazil
[P097]	Acceptability of probiotic Petit Suisse with jabuticaba skin extract E.P.R. Pereira, R.N. Cavalcanti, A.G. Cruz, E.A. Esmerino*, M.A.A. Meireles, H.M.A. Bolini, J.A.F. Faria, <i>UNICAMP, Brazil</i>
[P098]	Consumer acceptance of probiotic cream cheese with reduced sodium chloride content E.M.V. Alves, E.A. Esmerino*, A.G. Cruz, H.M.A. Bolini, J.A.F. Faria, <i>UNICAMP, Brazil</i>
[P099]	Descriptive sensory profile of powder chocolate beverage, sweetened with sucrose and different sweeteners J.A. Paixão, E.A. Esmerino*, H.M.A. Bolini, <i>University of Campinas, Brazil</i>
[P100]	Determination of drivers of liking on sodium reduced sausages with mechanically deboned poultry meat added of derivatives of garlic C.N. Horita, E.A. Esmerino*, A.G. Cruz, F.M. Hayakawa, V.C. Messias, H.M.A. Bolini, M.A.R. Pollonio, <i>UNICAMP, Brazil</i>
[P101]	Determination of ideal sweetness and sweetness equivalency of different sweeteners in chocolate milk beverage containing chia oil (Salvia hispanica) J.B. Rodrigues, E.A. Esmerino*, H.M.A. Bolini, <i>UNICAMP, Brazil</i>
[P102]	Determination of sensory attributes that influence acceptability of probiotic cottage cheeses by penalty analysis methodology A.L.T. Jesus, E.A. Esmerino*, A.G. Cruz, H.M.A. Bolini, J.A.F. Faria, <i>UNICAMP, Brazil</i>
[P103]	Determination of sensory profile on probiotic cream cheese with reduced sodium content E.M.V. Alves, E.A. Esmerino*, A.G. Cruz, H.M.A. Bolini, J.A.F. Faria, <i>UNICAMP, Brazil</i>
[P104]	Equivalence of salty taste by magnitude estimation test on probiotic cottage cheese A.L.T. Jesus, E.A. Esmerino*, A.G. Cruz, I.F.O. Rocha, H.M.A. Bolini, J.A.F. Faria, <i>UNICAMP, Brazil</i>

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[P105]	Evaluation of acceptability of peach nectars sweetened with sucrose and different sweeteners A.C.M.L. Da Silva, E.A. Esmerino*, H.M.A. Bolini, <i>UNICAMP, Brazil</i>
[P106]	Influence of temperature, fat content and addition the sweeteners in acceptance and purchase intention of powder chocolate beverage J.A. Paixão, E.A. Esmerino*, H.M.A. Bolini, <i>University of Campinas, Brazil</i>
[P107]	Just-about-right test: An easy way to determine the influence of probiotic incorporation and sodium content reduction on cream cheese E.M.V. Alves, E.A. Esmerino*, A.G. Cruz, H.M.A. Bolini, J.A.F. Faria, <i>UNICAMP, Brazil</i>
[P108]	Sensory evaluation of acceptability of low sodium sausages with mechanically deboned chicken meat added of garlic compounds C.N. Horita, E.A. Esmerino*, A.G. Cruz, F.M. Hayakawa, V.C. Messias, H.M.A. Bolini, M.A.R. Pollonio, <i>UNICAMP, Brazil</i>
[P109]	Time-intensity profile of peach nectars sweetened with sucrose and different sweeteners A.C.M.L. Da Silva, E.A. Esmerino*, H.M.A. Bolini, <i>UNICAMP, Brazil</i>
[P110]	Development of references for sensory evaluation of lamb meat I. Etaio*, L. Bravo-Lamas, G. Zudaire, E. Unzueta, X. Belaunzaran, F.J. Pérez-Elortondo, N. Aldai, <i>University of the Basque Country (UPV/EHU), Spain</i>
[P111]	Is check-all-that-apply (CATA) appropriate to differentiate among meat products by consumers and to explain the liking? M. Ojeda, I. Etaio*, M.P.F. Gil, M. Albisu, J. Salmerón, F.J. Pérez-Elortondo, <i>UPV/EHU, Spain,</i>
[P112]	Panel training and qualification for sensory characterization of lamb meat I. Etaio*, L. Bravo-Lamas, G. Zudaire, E. Unzueta, X. Belaunzaran, F.J. Pérez-Elortondo, N. Aldai, <i>University of the Basque Country; UPV/EHU, Spain</i>
[P113]	Differences between female and male hedonic perceptions on fragrances S. Federle*, J.T. Bueno, M.C. Marcolini, D.S.C. Budie, M. Lorencini, V.M. Di Mambro, <i>Cencoderma Instituição de Pesquisa, Brazil</i>
[P114]	Evaluation of possible correlation among lasting, trail and strip intensity of fine fragrances S. Federle*, D.S.C. Budie, J.T. Bueno, M.C. Marcolini, M. Lorencini, V.M. Di Mambro, <i>Cencoderma Instituição de Pesquisa, Brazil</i>
[P115]	Olfactive performance evaluation of diffusers fragrances and sticks S. Federle*, D.S.C. Budie, J.T. Bueno, M.C. Marcolini, M. Lorencini, V.M. Di Mambro, <i>Cencoderma Instituição de Pesquisa, Brazil</i>
[P116]	Paper withdrawn
[P117]	Developmentt of light cereal bar with banana and bifidobamalis animalis subsp. lactis BB12 C.V. Caravieri, T.M. Gama, V.V. Aquino, I. Racowski, J.P. Ferraz*, <i>Faculdade de Tecnologia Termomecanica, Brazil</i>
[P118]	Sweetness equivalent of different sweeteners in probiotic vanilla ice cream J.P. Ferraz*, H.M. Bolini, <i>Universidade Estadual de Campinas, Brazil</i>
[P119]	Time-intensity analysis in prebiotic ice cream J.P. Ferraz*, H.M.A. Bolini, <i>Universidade Estadual de Campinas, Brazil</i>
[P120]	Predicting the sensory characteristics of French grape brandies on the basis of their volatile profiles G. Fiches* ^{1,2} , I. Délérís ^{2,3} , A. Saint-Eve ^{2,3} , P. Brunerie ¹ , I. Souchon ^{2,3} , ¹ <i>Pernod Ricard Research Center, France,</i> ² <i>INRA UMR782 GMPA, France,</i> ³ <i>AgroParisTech UMR782 GMPA, France</i>
[P121]	CATA question for relating expected to satiety sensory properties S. Fiszman* ¹ , P. Morell ² , P. Varela ¹ , I. Hernando ² , ¹ <i>Instituto de Agroquímica y Tecnología de Alimentos (IATA CSIC), Spain,</i> ² <i>Universitat Politècnica de Valencia, Spain</i>
[P122]	Picture scales for evaluating relative expected satiety (R.E.S.) S. Fiszman* ¹ , P. Morell ¹ , C. Ramírez ² , A. Tárrega ¹ , ¹ <i>Instituto de Agroquímica y Tecnología de Alimentos (IATA CSIC), Spain,</i> ² <i>Universidad de las Américas Puebla, Mexico</i>
[P123]	What is satiating? Consumer perceptions of satiating foods S. Fiszman* ¹ , P. Varela ¹ , P. Díaz ² , M.B. Linares ² , M.D. Garrido ² , ¹ <i>Instituto de Agroquímica y Tecnología de Alimentos (IATA-CSIC), Spain,</i> ² <i>University of Murcia, Spain</i>
[P124]	Effect of different concentrations of starch on gel beads shaping and firmness characteristics D. Duarte ¹ , P. Morais ² , R. Pinheiro ^{1,3} , M.H. Gomes ² , C. Barbosa ^{1,4} , A. Araujo ^{1,3} , S. Fonseca* ¹ , M.R. Alves ^{1,4} , M. Vaz-Velho ¹ , ¹ <i>Instituto Politécnico de Viana do Castelo, Portugal,</i> ² <i>Centro de Inovação e Tecnologia Agro-Alimentar, Portugal,</i> ³ <i>University of Minho, Portugal,</i> ⁴ <i>Laboratório Associado para a Química Verde, Portugal</i>

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[P125]	Influence of biopreservation and modified atmosphere packaging on the high appealing sensory attributes of sliced smoked pork products R. Pinto ¹ , S. Jacome ¹ , S.C. Fonseca ^{*1,2} , R. Pinheiro ¹ , M.R. Alves ^{1,2} , R. Palencia ³ , J. Silva ³ , P. Teixeira ³ , M. Vaz-Velho ¹ , ¹ Instituto Politécnico de Viana do Castelo, Portugal, ² REQUIMTE, Portugal, ³ Universidade Católica Portuguesa, Portugal
[P126]	Kinetics of consumption, an innovative tool to measure cat food palatability J. Roguès, L. Le Pailh, C. Forges*, C. Niceron, <i>Diana Pet Food, France</i>
[P127]	Manipulating the ovine genotype and feeding regime to optimise the flavour and eating quality of Australian lamb – a sensory and consumer lead strategy D.C. Frank*, R. Krishnamurthy, P. Watkins, U. Piyasiri, R.D. Warner, <i>CSIRO, Australia</i>
[P128]	Sensory characterization of dry soup formulated with whole red rice extruded flour M. Alcantara ¹ , C.Y. Takeiti ² , D.D.G.C. Freitas ^{*2} , S.C. Freitas ² , ¹ Federal Rural University of Rio de Janeiro, Brazil, ² Embrapa Food Technology, Brazil
[P129]	Using red rice flour and raspberry's pomace to create a cereal-based powder drink R.C. Souza ¹ , D.D.G.C. Freitas ^{*2} , C.Y. Takeiti ² , S.C. Freitas ² , R.G. Borguini ² , ¹ Universidade Federal do Rio de Janeiro, Brazil, ² Embrapa Food Technology, Brazil
[P130]	Influence of packaging in consumers' perception of cosmetic creams A. Gámbaro*, A. Roascio, L. Boinbaser, E. Parente, <i>Universidad de la República, Uruguay</i>
[P131]	Job sorting technique to assess the brand image of cream liqueurs A. Gámbaro*, C. Ivankovich ² , A. Roascio ¹ , M. Miraballes ¹ , M. Amarillo ¹ , A. Pavlisko ¹ , A. Araya ² , ¹ Universidad de la República, Uruguay, ² Universidad de Costa Rica, Costa Rica
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[P133]	How could the style of the glass impact the perceptive and economic values of a drink? C. Garrel ^{*1} , E. Petit ² , L. Saulais ² , D. Viala ¹ , A. Giboreau ² , ¹ Pernod Ricard Research Center, France, ² Center for Food and Hospitality, Institut Paul Bocuse, France
[P134]	How to exploit JAR scales and CATA best, considering the interactions between product characteristics O. Gautreau*, M. Kern, <i>SAM Sensory and Marketing International GmbH, France</i>
[P135]	Consumer-led development of novel sea-buckthorn based beverages J. Geertsen ^{*1} , D.V. Byrne ² , B.H. Allesen-Holm ¹ , D. Giacalone ¹ , ¹ University of Copenhagen, Denmark, ² University of Aarhus, Denmark
[P136]	Comparison of the computation method of panellist's discrimination ability, applied in MAM-CAP, to other approaches A. Gere ^{*1} , M. Ladányi ¹ , K. Dürschmid ² , L. Sipos ¹ , ¹ Corvinus University of Budapest, Hungary, ² University of Natural Resources and Life Sciences, Austria
[P137]	Pair-wise correlation method: Impact of JAR attributes on overall liking A. Gere ^{*1} , L. Sipos ¹ , K. Dürschmid ² , K. Héberger ³ , ¹ Corvinus University of Budapest, Hungary, ² University of Natural Resources and Life Sciences, Austria, ³ Hungarian Academy of Sciences, Hungary
[P138]	The application of partial least squares regression and Jack-knife resampling for verification of product differences and important variables in consumer-based CATA profiles A. Rinnan, D. Giacalone*, M.B. Frøst, <i>University of Copenhagen, Denmark</i>
[P139]	The influence of product familiarity on situational appropriateness D. Giacalone ^{*1} , S.R. Jaeger ² , ¹ University of Copenhagen, Denmark, ² The New Zealand Institute for Plant & Food Research, New Zealand
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[P141]	What could food designers learn from chefs to innovate and please consumers? A. Giboreau, <i>The Center for Food and Hospitality Research, Institut Paul Bocuse, France</i>
[P142]	Exploring the use of survival analysis as a tool to predict freshness in minimally processed lettuce A. Gimenez*, L. Vidal, L. Antunez, S. Barrios, M. Irazoqui, P. Lema, G. Ares, <i>Universidad de la Republica, Uruguay</i>
[P143]	Comparison of rapid sensory characterization methodologies for the development of functional yogurts R.S. Cadena ¹ , D. Caimi ¹ , I. Jaunarena ¹ , I. Lorenzo ¹ , L. Vidal ¹ , G. Ares ¹ , R. Deliza ² , A. Giménez ^{*1} , ¹ Universidad de la República, Uruguay, ² Embrapa Food Technology, Brazil
[P144]	How specific is specific enough? Exploring the need to design food product-specific emotion lists A. Gmuer*, J. Nuessli Guth, M. Siegrist, <i>ETH Zurich, Switzerland</i>

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[P145]	Understanding new product categories: Mixing quantitative test with consumer ethnographies C. Gomez-Corona ^{*1} , H.B. Escalona-Buendia ¹ , M. Garcia ² , S. Chollet ³ , D. Valentin ⁴ , ¹ Universidad Autonoma Metropolitana, Mexico, ² Phenoma, Mexico, ³ Groupe ISA Institut Charles Viollette, France, ⁴ Centre des Sciences du Goût et de l'Alimentation, France
[P146]	Impact of food consistency in dynamic perception of simple model systems A.H.M. Goupil de Bouille ^{*1} , L. Laguna ¹ , ¹ Leatherhead Food Research, UK, ² Leeds University, UK
[P147]	Taking the consumer pulse on food labelling N.J. Patterson, E. Gubish, A.H.M. Goupil de Bouille [*] , <i>Leatherhead Food Research, UK</i>
[P148]	Taking the consumer pulse on sustainability N.J. Patterson, E. Gubish, A.H.M. Goupil de Bouille [*] , <i>Leatherhead Food Research, UK</i>
[P149]	Temporal dominance of sensation as new tool for sensory shelf life in food products A.H.M. Goupil de Bouille ^{*1} , L. Laguna ¹ , ¹ Leatherhead Food Research, UK, ² Leeds University, UK
[P150]	Cross-cultural study on descriptive evaluation of table margarines in Hungary and in the United Kingdom A. Györey ¹ , A. Gere ¹ , D. Jackson ² , Z. Kókai ¹ , A. Goupil de Bouillé ^{*2} , ¹ Corvinus University of Budapest, Hungary, ² Leatherhead Food Research, UK
[P151]	Do claims really make a difference to the price consumers are willing to pay? A study of the price sensitivity meter with orange juices S. Peleteiro Costa, A. Willey, J.S. Arden, A. Goupil de Bouillé [*] , <i>Leatherhead Food Research, UK</i>
[P152]	How can consumers use temporal dominance of sensations method? A. Györey ¹ , D. Jackson ² , Z. Kókai ¹ , A. Goupil de Bouillé ^{*2} , ¹ Corvinus University of Budapest, Hungary, ² Leatherhead Food Research, UK
[P153]	The impact of personal relevance and perceived product benefits on consumers' purchase intentions of hedonic and utilitarian food products with nutritional claims N. Loebnitz, K. Grunert [*] , <i>Aarhus University, Denmark</i>
[P154]	Dry-cured ham culture and factors determining their purchase intention M.D. Guàrdia ¹ , A. Claret ¹ , E. Magallón ² , J. Noguera ¹ , L. Guerrero ^{*1} , ¹ IRTA, Spain, ² INGAFOOD, Spain
[P155]	Sensory characterization of different varieties of peaches and nectarines (Prunus persica) L. Guerrero [*] , A. Claret, T. Bianchi, M. Hortós, I. Díaz, I. Eduardo, M. Gratacós-Cubarsí, <i>IRTA, Spain</i>
[P156]	Textural properties of different varieties of melon (Cucumis melo L.) T. Bianchi, L. Guerrero [*] , M. Gratacós-Cubarsí, A. Claret, J.A. García-Regueiro, J. Argyris, J. Garcia-Mas, M. Hortós, <i>IRTA, Spain</i>
[P157]	How the sweet taste changes when we see what we drink G. Guido [*] , L. Piper, M. Pichierri, I. Prete, A. Mileti, E. De Franchis, <i>University of Salento, Italy</i>
[P158]	Emotional responses to taste and package and their impact on food choice S. Gutjar ^{*1,2} , C. De Graaf ^{1,2} , R.A. De Wijk ^{1,3} , G. Jager ² , ¹ Top Institute Food and Nutrition, The Netherlands, ² Wageningen University, The Netherlands, ³ Wageningen UR Food & Biobased Research, The Netherlands
[P159]	Development of e-Sensory - use of modern electronic methods for conducting "in home" sensory assessments T.D.J. Hagan [*] , L.H. Majury, L.J. Farmer, <i>Agrifood and Bioscience Institute, UK</i>
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[P161]	Food labelled with health claims – estimation of health value and hedonic rating among young consumers J. Hampshire [*] , L. Page, <i>University of Applied Sciences Fulda, Germany</i>
[P162]	Study on shelf life of emulsified sauces and dressings being opened before storing I. Pape ¹ , K. Huber ² , D. Hanrieder ^{*1} , ¹ Hochschule Anhalt, Germany, ² Byodo Naturkost GmbH, Germany
[P163]	Attenuated oral fatty acid chemoreception is associated with excess energy intake R.S.J. Keast, K.M. Azzopardi, L.P. Newman, R.Y. Haryono [*] , <i>Deakin University, Australia</i>
[P164]	Consumer perception of meal satisfaction P. Haugaard [*] , L. Lähteenmäki, <i>Aarhus University, Denmark</i>
[P165]	Using sensory science to fight HIV: Optimization of a semisolid vaginal drug delivery system J.E. Hayes [*] , T. Zaveri, R.J. Primrose, G.R. Ziegler, <i>Penn State, USA</i>
[P166]	Temporal development of facial expressions and autonomic nervous system responses to food odors W. He ^{*1,2} , S. Boesveldt ² , C. de Graaf ² , R.A. de Wijk ¹ , ¹ Wageningen University & Research Centre, The Netherlands, ² Wageningen University, The Netherlands
[P167]	Preferences of ready meal packages among senior consumers in Finland and in the Netherlands E. Rusko ¹ , A. Maaskant ² , S. Kremer ² , R. Ristiluoma ³ , A. Arvola ¹ , R-L. Heiniö ^{*1} , ¹ VTT Technical Research Centre of Finland, Finland, ² Wageningen UR Food and Biobased Research, The Netherlands, ³ Taloustutkimus Oy, Finland

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[P168]	Product information effects on consumers' evaluation of commercial and experimental salmon cakes K. Pennanen ¹ , R-L. Heiniö* ¹ , K. Sveinsdottir ² , E. Martinsdottir ¹ , ¹ VTT Technical Research Centre of Finland, Finland, ² Matis ohf., Iceland
[P169]	Giving products "identity" - Importance of a "Sensory DNA" for successful brands S. Glassl ¹ , R. Möslain ² , A. Scharf ^{1,2} , S. Henneberg* ² , ¹ University of Applied Science Nordhausen, Germany, ² isi GmbH, Germany
[P170]	Strength and determinants of the First Position Effect (1PoE) M. Brömlage, H-P. Volkmer, A. Scharf, M. Strack, S. Henneberg*, <i>isi Marketing Research & Consulting, Sensory Analysis, Germany</i>
[P171]	Flavour pairings; A consumer study of beer and cheese L. Hewson* ¹ , S. Woodford ¹ , A. Barlow ² , D. Cook ¹ , ¹ University of Nottingham, UK, ² AllBeer, UK
[P172]	Taste perception: The effect of menstrual cycle phase on taste sensitivity L. Hewson*, H. Bunday, Q. Yang, J. Hort, <i>University of Nottingham, UK</i>
[P173]	Global red wine flavour preferences: A cross-cultural study R. Ristic ¹ , A. Hoek* ² , T.E. Johnson ¹ , S.E.P. Bastian ¹ , ¹ The University of Adelaide, Australia, ² University of Canberra, Australia
[P174]	The wine neophobia scale (WNS) R. Ristic ¹ , T.E. Johnson ¹ , H.L. Meiselman ² , A. Hoek* ³ , S.E.P. Bastian ¹ , ¹ The University of Adelaide, Australia, ² Herb Meiselman Training and Consulting Services, USA, ³ University of Canberra, Australia
[P175]	Going green or not worth a red cent? An Australian online qualitative study into healthy and sustainable food behaviours to inform policy makers A.C. Hoek* ¹ , S.W. James ² , S. Friel ² , M.A. Lawrence ³ , D. Pearson ¹ , ¹ University of Canberra, Australia, ² Australian National University, Australia, ³ Deakin University, Australia
[P176]	Aroma analysis of apple cider using HS-SPME-GC/MS, GC-O and QDA M. Holm* ¹ , R. Kuldjäv ¹ , ¹ Competence Centre of Food and Fermentation Technologies (CCFFT), Estonia, ² Tallinn University of Technology, Estonia
[P177]	Neurobiology of age-related changes associated with liking of basic tastes H.R. Hoogeveen* ^{1,2} , J.R. Dalenberg ^{1,2} , G.J. Ter Horst ^{1,2} , M.M. Lorist ^{2,3} , ¹ Top Institute Food and Nutrition, Wageningen, The Netherlands, ² University Medical Center Groningen, Groningen, The Netherlands, ³ University of Groningen, The Netherlands
[P178]	Measuring emotion: The long and short of it C. Eaton ¹ , C. Chaya ² , K.A. Smart ³ , J. Hort* ¹ , ¹ The University of Nottingham, UK, ² Technical University of Madrid, Spain, ³ SABMiller plc, UK
[P179]	Multisensory flow experience creation through augmented-reality interactive technology T.L. Huang*, S.L. Liao, <i>Yuan Ze University, Taiwan</i>
[P180]	Streaming sensory experience through media connecting: The impact of TV program on augmented-reality sensory IT usage behaviour T.L. Huang*, S.L. Liao, <i>College of Management, Yuan Ze University, Taiwan</i>
[P181]	Taste interactions in trinary mixtures of basic tastes - results from the Danish sensory inter-laboratory study G. Hyldig* ¹ , S. Møller ² , K. Lorensen ³ , U. Kidmose ⁴ , ¹ The Technical University of Denmark, Denmark, ² DuPont Nutrition Biosciences, Denmark, ³ Arla Foods, Denmark, ⁴ Aarhus University, Denmark
[P182]	Evaluation of the influence of cosmetic ritual on women night C. Innocent* ¹ , F. Duforez ² , A. Dubois ² , S. Rivoire ¹ , ¹ Laboratoires M&L, France, ² European Sleep Center, France
[P183]	Chemosensory reactivity and food neophobia in preschool children: Impact of smell, but not of taste S. Monnery-Patris ¹ , S. Wagner ¹ , N. Rigal ² , C. Schwartz ¹ , C. Chabanet ¹ , S. Issanchou* ¹ , S. Nicklaus ¹ , ¹ INRA, France, ² Paris-Ouest University, France
[P184]	Does a weight loss goal influence consumer attitudes towards foods and beverages with appetite control claims? D.C. Hunter, D.I. Hedderley, V.S. Jones, S.R. Jaeger*, <i>The New Zealand Institute for Plant & Food Research Ltd, New Zealand</i>
[P185]	Hedonic perceptions of buckwheat bread: Comparison between regular and not regular consumers of special types of bread D. Jambrec*, M. Pestoric, M. Sakac, A. Mandic, A. Mišan, N. Nedeljkovic, P. Jovanov, <i>Institute of Food Technology, Serbia</i>

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[P187]	The impact of food reformulation and product labelling on consumer acceptance - a taste-conjoint approach A.M. Janssen* ¹ , L. van Tiel ² , S. Boesvelt ² , E.P.J. Boer ¹ , S. Kremer ¹ , ¹ <i>Wageningen University and Research, The Netherlands</i> , ² <i>Wageningen University, The Netherlands</i>
[P188]	Beet-chokeberry juice as method against hypertension – sensory evaluation of bioactive product A. Jedrusek-Golinska*, K. Szymandera-Buszka, K. Waszkowiak, K. Goscinna, J. Czapski, <i>Poznan University of Life Sciences, Poland</i>
[P189]	Influence of low-sodium salts on acceptability of probiotic cottage cheese A.L.T. Jesus*, E.A. Esmerino, A.G. Cruz, H.M.A. Bolini, J.A.F. Faria, <i>UNICAMP, Brazil</i>
[P190]	Association between parental attitudes towards advertised food and drink products with their children's taste preferences and their dietary behaviour H. Jilani* ¹ , H. Pohlabeln ¹ , K. Buchecker ² , S. De Henauw ³ , Y. Kourides ⁴ , L. Lissner ⁵ , D. Molnar ⁶ , L.A. Moreno ⁷ , L. Reisch ⁸ , P. Russo ⁹ , ¹ <i>Leibniz Institute for Prevention Research and Epidemiology - BIPS, Germany</i> , ² <i>TTZ, Germany</i> , ³ <i>Ghent University, Belgium</i> , ⁴ <i>Research and Education Institute of Child Health, Cyprus</i> , ⁵ <i>University of Gothenburg, Sweden</i> , ⁶ <i>University of Pécs, Hungary</i> , ⁷ <i>University of Zaragoza, Spain</i> , ⁸ <i>Copenhagen Business School, Denmark</i> , ⁹ <i>National Research Council, Italy</i>
[P191]	Measuring fungiform papillae density on the tip of the tongue to complement measuring sensory taste function in children H. Jilani* ¹ , K. Buchecker ² , P. Russo ³ , W. Ahrens ¹ , ¹ <i>Leibniz Institute for Prevention Research and Epidemiology - BIPS, Germany</i> , ² <i>TTZ, Germany</i> , ³ <i>National Research Council, Italy</i>
[P192]	Effect of ingredients on rheological and mechanical properties of chickpea gels related to texture properties perceived by a trained panel M.J. Jiménez*, W. Canet, R. Fuentes, M.D. Alvarez, <i>Institute of Food Science, Spain</i>
[P193]	Application of modified PrefQuest questionnaire to assay recalled liking for salt, sweet, fat, and umami for Japanese consumers Y. Nakano* ¹ , C. Kasamatsu ² , M. Nonaka ² , P. Schlich ³ , M. Kasai ¹ , ¹ <i>Ochanomizu University, Japan</i> , ² <i>Ajinomoto Co., INC., Japan</i> , ³ <i>INRA-CSGA, France</i>
[P194]	The impact of food pairing in hedonic product evaluation M. Kern*, T. Alex, <i>SAM Sensory and Marketing International GmbH, Germany</i>
[P195]	Influence of location and information on consumers' acceptance of curly kale ice cream U. Kidmose* ¹ , L.H. Mielby ¹ , M. Pedersen ² , S. Jensen ¹ , ¹ <i>Aarhus University, Denmark</i> , ² <i>VIA University College Aarhus, Denmark</i>
[P196]	Consumer Survey for developing health-caring spreadable sauce with seafood Y.K. Kim* ¹ , J-Y. Shin ¹ , M-A. Bang ² , ¹ <i>Kyungpook National University, Republic of Korea</i> , ² <i>Jeonnam Biofood Technology Center, Republic of Korea</i>
[P197]	Priming effect and inattention blindness: An experimental study on decision making H.K. Kindermann, <i>University of Applied Sciences Upper Austria, Austria</i>
[P198]	Application of the WellSense™ questionnaire to measure consumer wellness response to different food recipes S.C. King*, M. Gillette, K. Vetter, G. Patterson, <i>McCormick & Co., Inc, USA</i>
[P199]	Consumers perception of emotion questions in a central location test situation S.R. Jaeger ¹ , S.C. King* ² , ¹ <i>Plant and Food Research, New Zealand</i> , ² <i>McCormick & Co., Inc., USA</i>
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[P302]	Liking for fat is associated with socio-demographic, psychological, lifestyle and health characteristics A. Lampuré ¹ , A. Deglaire ^{2,3} , P. Schlich ^{*2} , K. Castetbon ¹ , S. Péneau ¹ , S. Hercberg ¹ , C. Méjean ¹ , ¹ Université Paris 13, France, ² Université de Bourgogne, France, ³ Inra Science et Technologie du Lait et de l'Œuf, France
[P303]	Baby Gourmet - The impact of feeding deep frozen complementary food products, compared to canned baby foods, on the liking of new foods at the age of about 9 months I.V. Schmidt ^{*1} , A. Hilbig ¹ , M. Kersting ¹ , J. Kunert ² , ¹ Research Institute of Child Nutrition, Germany, ² TU Dortmund University, Germany
[P304]	Electronic noses and their possible applications in the food industry - Status quo and prospects M. Mueller von Blumencron, B. Schneider-Haeder*, J. Oehlenschlaeger, <i>DLG e.V., Germany</i>
[P305]	Fish & seafood vocabulary: Towards a mutual sensory language J. Oehlenschlaeger, B. Schneider-Haeder*, <i>DLG e.V., Germany</i>

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[P306]	Acceptance of milk obtained from a traditional, genetically modified or cloned animal and satisfaction with food-related life in South America B. Schnettler* ¹ , C. Velasquez ¹ , G. Crisóstomo ¹ , H. Miranda ¹ , L. Orellana ¹ , J. Sepúlveda ¹ , K.G. Grunert ² , ¹ Universidad de La Frontera, Chile, ² Aarhus University, Denmark
[P307]	Dietary restriction, food consumption habits and wellbeing in students from state universities in Chile B. Schnettler* ¹ , H. Miranda ¹ , L. Orellana ¹ , J. Sepúlveda ¹ , M. Denegri ¹ , S. Etchebarne ² , M. Mora ² , G. Lobos ³ , K.G. Grunert ⁴ , ¹ Universidad de La Frontera, Chile, ² Universidad de Chile, Chile, ³ Universidad de Talca, Chile, ⁴ Aarhus University, Denmark
[P308]	How does information about the benefits of fruit consumption influence consumer preferences in South America? B. Schnettler* ¹ , H. Miranda ¹ , L. Orellana ¹ , J. Sepúlveda ¹ , M. Mora ² , G. Lobos ³ , C. Adasme ⁴ , K.G. Grunert ⁵ , ¹ Universidad de La Frontera, Chile, ² Universidad de Chile, Chile, ³ Universidad de Talca, Chile, ⁴ Universidad Católica del Maule, Chile, ⁵ Aarhus University, Denmark
[P309]	Consumers' hedonic expectations and healthiness' perception of chocolate with natural and artificial sweetener J.J. Schouteten*, S. De Pelsmaeker, V. Courtois, X. Gellynck, Ghent University, Belgium
[P310]	An ambient scent guides likeability ratings P.F.R. Hehn ¹ , M. Strack ¹ , B. Schubert* ² , ¹ isi GmbH & Co. KG, Germany, ² Harz University of Applied Sciences, Germany
[P311]	Heritability of the sensory characteristics of apples – a case study with traditional cultivars and new crosses L. Seppä* ¹ , J. Varis ¹ , R. Tahvonen ² , H. Tuorila ¹ , ¹ University of Helsinki, Finland, ² MTT Agrifood Research Finland, Finland
[P312]	Sensory profiling and hedonic judgment of halawat el jibn (A Lebanese cheese-based pastry) filled with different ice cream flavors-innovation in traditional oriental sweets M. Serhan* ¹ , R. Hallab ¹ , ¹ University of Balamand, Lebanon, ² Rafaat Hallab & Sons, Lebanon
[P313]	Emotional and functional conceptualisations for beer, wine and non-alcoholic beer consumption in The Netherlands and in Portugal A.P. Silva* ^{1,4} , G. Jager ¹ , R. van Bommel ¹ , H. van Zyl ² , H-P. Voss ³ , M. Pintado ⁴ , T. Hogg ⁴ , K. De Graaf ¹ , ¹ Wageningen University, The Netherlands, ² Heineken, The Netherlands, ³ Voss ID, The Netherlands, ⁴ Universidade Católica Portuguesa, Portugal
[P314]	Consumers' cognition of freshness in vegetables and fruits F. Sinesio*, A. Saba, M. Peparaiio, E. Moneta, F. Paoletti, Agricultural Research Council – Centre of Food and Nutrition (CRA-NUT), Italy
[P315]	The ability of elderly to taste detection may not influence apple smoothie preferences K. Siucinska* ¹ , D. Konopacka ¹ , J. Markowski ¹ , M. Mingioni ² , I. Maître ² , R. Maciorowski ¹ , ¹ Research Institute of Horticulture, Poland, ² UPSP GRAPPE, Groupe ESA, France
[P316]	A comparison of the random error structure in different serving designs for sensory analysis H.K. Sivertsen* ¹ , D.M. Barrett ¹ , T. Næs ¹ , ¹ UCDavis, USA, ² Nofima the Food Research Institute, Norway, ³ University of Copenhagen, Denmark
[P317]	How sensory and branding affect liking and emotions in delicate laundry detergents S. Spinelli* ¹ , B. Piccoli ² , G.P. Zoboli ² , E. Monteleone ³ , ¹ SemioSensory - Research & Consulting, Italy, ² Adacta International S.p.A., Italy, ³ University of Florence, Italy
[P318]	When liking is not enough. Emotions as key for a better understanding of product performance S. Spinelli* ¹ , B. Piccoli ² , A. Recchia ² , G.P. Zoboli ² , E. Monteleone ³ , ¹ SemioSensory - Research & Consulting, Italy, ² Adacta International S.p.A., Italy, ³ University of Florence, Italy
[P319]	Evidence for different patterns of chemosensory alterations in the elderly population: Impact of age versus dependency C. Sulmont-Rossé* ¹ , M. Amand ² , S. Issanchou ¹ , I. Maître ³ , ¹ INRA, France, ² ONIRIS, France, ³ UPSP GRAPPE, France
[P320]	Proximal versus distal contextual factors: Which impact on meal pleasure and food intake in the elderly living in a nursing home? C. Sulmont-Rossé* ¹ , C. Divert ¹ , R. Laghmaoui ² , C. Crema ² , V. Van Wymelbeke ² , ¹ INRA, France, ² Unité de Recherche Service de Médecine Interne Gériatrie, Dijon, France
[P321]	Consumer liking of ready-to-eat meals enriched with omega-3 K. Sveinsdottir* ¹ , V.L. Jonsdottir ² , A. Ramel ² , K. Pennanen ³ , R. Heinio ³ , E. Martinsdottir ¹ , ¹ Matis ohf/Icelandic Food and Biotech R&D, Iceland, ² University of Iceland, Iceland, ³ VTT Technical Research Centre of Finland, Finland
[P322]	Variability of wine bottles in sensory tastings R. Symoneaux*, C. Patron, Groupe ESA - UR GRAPPE, France

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[P323]	Assessment of sensory quality of pasta with fermented husk of green lentil seeds and selected extracts of spices K. Szymandera-Buszka*, A. Jedrusek-Golinska, M. Gumienna, M. Lasik, K. Waszkowiak, <i>Poznan University of Life Sciences, Poland</i>
[P324]	Exploring the psychology and product factors underlying the acceptance and rejection of edible insects amongst Thai and Dutch consumers H.S.G. Tan* ¹ , P. Tinchan ² , L.P.A. Steenbekkers ^{1,3} , M.A. Stieger ¹ , A.R.H. Fischer ¹ , ¹ Wageningen University, The Netherlands, ² Kasetsart University Chalermphrakiat Sakon Nakhon Province Campus, Thailand, ³ Wageningen UR Food and Biobased Research, The Netherlands
[P325]	Italian cold-pressed hazelnut oils: Conjoint analysis of sensory quality vs volatile profile F. Tesini*, R. Palagano, E. Valli, S. Barbieri, A. Bendini, T. Gallina Toschi, <i>University of Bologna, Italy</i>
[P326]	Case study of inter-store navigation methods and interactive consumer tracking software A.J. Spink, B. van Mill, B. Loke, L.P.J.J. Noldus, H. Theuws*, <i>Noldus Information Technology, The Netherlands</i>
[P327]	Alternating temporal dominance of sensations and liking scales during the intake of a full portion of an oral nutritional supplement A. Thomas* ¹ , A. Van der Stelt ² , J.B. Lawlor ² , P. Schlich ¹ , ¹ INRA/CNRS/Université de Bourgogne, France, ² Nutricia Advanced Medical Nutrition, France
[P328]	Application of conceptual profiling to GI antacid tablet and chewable product category H. Xing ¹ , B. Weinstein ¹ , C. Marketo ² , S. Green ² , D. Thomson* ² , ¹ GlaxoSmithKline, USA, ² MMR Research Worldwide, USA
[P329]	Comparison of temporal dominance of sensations (TDS) and non-continuous time-intensity descriptive analysis (DA) in preference mapping of mint chewing gum K. Tiitinen* ¹ , A. Lammers ¹ , S. Corneau ² , ¹ Symrise, Germany, ² Symrise, France
[P330]	Designed scent: Tools and methods for olfactory analysis in automotive field B. Lerma ¹ , L. Torri* ² , E. Buiatti ¹ , E. Pagin ³ , D. Costamagna ³ , ¹ Politecnico di Torino, Italy, ² University of Gastronomic Sciences, Italy, ³ Graduate designers at the Politecnico di Torino, Italy
[P331]	Use of a multi-method approach for the training and selection of professional tasters: The case study of coffee L. Torri* ¹ , M. Piochi ¹ , G. Pellegrino ² , A. Vanni ² , ¹ University of Gastronomic Sciences, Italy, ² Luigi Lavazza SpA, Italy
[P332]	Choice of Greek style yogurt is affected by its sensory properties and the eating patterns of consumers R. Hajj Ahmad, A. Chalak, A. Olabi, I. Toufeili*, <i>American University of Beirut, Lebanon</i>
[P333]	Detection of boar taint at slaughter: Quantification of olfactory acuity and how it is related to assessor performance J. Trautmann*, J. Gertheiss, M. Wicke, D. Mörlein, <i>Department of Animal Sciences, Germany</i>
[P334]	The effect of sugar concentration on the perception of flavour from model orange juice drinks P. Tsitlakidou* ¹ , O. Buysschaert ² , H. Haest ² , R. Wiguna ¹ , L. Methven ¹ , J.S. Elmore ¹ , ¹ University of Reading, UK, ² S.A. Coca-Cola Services N.V., Belgium
[P335]	Comparison of Canadian men and women salient beliefs regarding milk and cheese consumption: A qualitative study exploring differences in cognitive vs. hedonic perceptions M. Turcotte*, G. Painchaud Guérard, M-J. Lacroix, S. Desroches, P. Paquin, F. Couture, V. Provencher, <i>Laval University, Canada</i>
[P336]	Consumer food preferences and ethnocentrism: A Norwegian investigation M. Vabø* ^{1,2} , K.V. Hansen ¹ , H. Kraggerud ¹ , ¹ University of Stavanger, Norway, ² TINE BA R&D, Norway
[P337]	Coupling both a sensory and an emotional study to evaluate the consumers' rejection behavior: Study case in rejection of medicines T. Vallet* ¹ , M. Lavarde ¹ , A. Aubert ² , A-M. Pense-Lheritier ¹ , ¹ Ecole de Biologie Industrielle, France, ² Université de Tours, France
[P338]	Development of a reliable and valid "action standard grid" for Medical Nutrition R&D A.J. van der Stelt* ¹ , A. Hasted ² , J.B. Lawlor ¹ , ¹ Danone Nutricia Research, The Netherlands, ² Qi Statistics, UK
[P339]	Understanding heterogeneity among elderly consumers in the functional food market: A segmentation study based on perceived carrier appropriateness L.D.T. van der Zanden*, E. van Kleef, R.A. de Wijk, H.C.M. van Trijp, <i>Wageningen University, The Netherlands</i>
[P340]	Application of mobile eye-tracking for better understanding a projective mapping task P. Varela* ^{1,2} , L. Antúnez ³ , R. Silva Cadena ³ , A. Gimenez ³ , G. Ares ³ , ¹ Nofima AS, Norway, ² Instituto de Agroquímica y Tecnología de Alimentos (CSIC), Spain, ³ Universidad de la República, Uruguay
[P341]	The best of both worlds: Rapidity and enhanced discrimination with a trained panel. Exploration of global and partial PSP with a descriptive step P. Varela*, K. Svartebekk Myhrer, T. Næs, M. Hersleth, <i>Nofima Ås, Norway</i>

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[P342]	Characterization of Capparis Spinosa L. by instrumental and sensory analysis A. Mazzaglia ¹ , C.M. Lanza ¹ , G. Tripodi ² , C. Condurso ² , A. Verzera* ² , ¹ University of Catania, Italy, ² University of Messina, Italy
[P343]	Sensory analysis for quality assessment of mini-watermelon fruits grafted on different rootstocks A. Mazzaglia ¹ , C.M. Lanza ¹ , E. Sperlinga ¹ , C. Restuccia ¹ , G. Tripodi ² , G. Dima ² , A. Verzera* ² , ¹ University of Catania, Italy, ² Department of Chemical Science, Italy
[P344]	Segmentation of consumers : New approaches for discarding irrelevant information M. Chen ¹ , E. Vigneau* ¹ , B. Navez ² , V. Cottet ² , ¹ Oniris, France, ² CTIFL, France
[P345]	Cephalic phase response to a palatable or unpalatable food I. Mennella, P. Vitaglione*, <i>University of Naples, Italy</i>
[P346]	Salivary enzymatic activity and zinc concentration in subjects with different body mass index I. Mennella, P. Vitaglione*, <i>University of Naples, Italy</i>
[P347]	How does task design influence consumers' gazing behavior in an eye-tracking test? An empirical study on food images T.M.H. Vu* ^{1,2} , V.P. Tu ¹ , K. Duerrschmid ² , ¹ Hanoi University of Science and Technology, Vietnam, ² University of Natural Resources and Life Sciences BOKU, Austria
[P348]	Evaluating cognitive and physiological emotional responses with facial coding, and fingertip sensing technology to light-induced off-flavours in milk A.M. Walsh*, B. Bortz, H. Potts, S.E. Duncan, <i>Virginia Polytechnic Institute and State University, USA</i>
[P349]	Sensory evaluation of food products fortified with potato juice K. Waszkowiak*, A. Jedrusek-Golinska, K. Szymandera-Buszka, P. Kowalczewski, M. Piatek, M. Krzywdzinska-Bartkowiak, <i>Poznan University of Life Sciences, Poland</i>
[P350]	How physiological signals influence consumer perception of attractive presenters in advertisement F.T. Wehrle* ^{1,2} , R. Vanheems ² , ¹ ICD International Business School, France, ² University Paris1 Pantheon Sorbonne, France
[P351]	Designed energy smoothie for elderly U. Nilsson ¹ , G. Hagstrom ² , M. Uggla ³ , M.E. Olsson ³ , M. Biorklund ⁴ , P. Arinder ⁵ , K. Wendin* ^{6,7} , ¹ Virgo Consulting, Sweden, ² Lyssna Ltd, Sweden, ³ Swedish Agricultural University, Sweden, ⁴ Skåne Food Innovation Network, Sweden, ⁵ SIK-The Swedish Institute for Food and Biotechnology, Sweden, ⁶ Kristianstad University, Sweden, ⁷ SP Technical Research Institute of Sweden, Sweden, ⁸ University of Copenhagen, Denmark
[P352]	Validation of a method for assessment of the perceived odour intensity of sidestream smoke deposited on fabric V.J. Whelan*, V. Cotte, <i>British American Tobacco, UK</i>
[P353]	Odour profiles of used incontinence products H. Widén* ¹ , S. Alenljung ² , U. Forsgren-Brusk ² , G. Hall ¹ , ¹ SIK - the Swedish Institute for Food and Biotechnology, Sweden, ² SCA Hygiene Products AB, Sweden
[P354]	In consumer test involving sensory questions, should the liking score be asked first or last? An element of response through a case study... T. Worch* ¹ , A. Goupil de Bouillé ¹ , ¹ QI Statistics, UK, ² Leatherhead, UK
[P355]	PrefMFA: A new vision to perform preference mapping T. Worch, <i>QI Statistics, UK</i>
[P356]	Effect of PROP and thermal taster status on perception of temperature Q. Yang* ¹ , T. Hollowood ² , J. Hort ¹ , ¹ University of Nottingham, UK, ² Sensory Dimensions, UK
[P357]	Is individual variation in taste perception link to personal trait behaviours? Q. Yang* ¹ , T. Hollowood ² , J. Hort ¹ , ¹ University of Nottingham, UK, ² Sensory Dimensions, UK
[P358]	The scale of sound N. Zacharov*, T.H. Pedersen, J. Ramsgaard, <i>DELTA SenseLab, Denmark</i>
[P359]	Impact of innovation on consumers' liking and willingness to pay for pork cooked sausages S. Zakowska-Biemans*, M. Sajdakowska, K. Gutkowska, <i>Warsaw University of Life Sciences, Poland</i>
[P360]	Shaking salt perceptions: The use of table salt with reduced-salt products E.H. Zandstra* ¹ , H.L. De Kock ² , N. Sayed ³ , E. Wentzel-Viljoen ⁴ , ¹ Unilever R&D Vlaardingen, The Netherlands, ² University of Pretoria, South Africa, ³ Unilever South Africa, South Africa, ⁴ North West University, South Africa
[P361]	Organization and activities of the working group protected designation of origin of the european sensory science society M. Zannoni* ¹ , F.J. Perez Elortondo ¹ , ¹ Organismo Controllo Qualità Produzioni Regolamentate, Italy, ² Universidad del Pais Vasco / Euskal Herriko Unibertsitatea, Spain
[P362]	Effectiveness of the sensory fast method CATA in chocolate Quality control validated by intensity ratings and compared with DHS-GC-MS S. Zhang* ¹ , S. Waehrens ¹ , D. Byrne ^{1,2} , M. Petersen ¹ , ¹ University of Copenhagen, Denmark, ² Aarhus University, Denmark

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[P363]	Exploring influences of CD36 SNPs and different fatty acids on fat perception in subjects with varying BMI X. Zhou*, Y. Shen, L. Methven, O. Kennedy, <i>University of Reading, UK</i>
[P364]	Napping procedure with incomplete designs of experiment: How to analyse the data? U. Zigon, <i>Frutarom Etol d.o.o., Slovenia</i>
[P365]	The emotional landscape of vanilla across the world D. Paredes ¹ , V. Zuccoli* ² , ¹ <i>Takasago International Corporation, USA</i> , ² <i>Takasago Europe GmbH, Germany</i>
[P366]	Does increasing statistical power in Sorting and Napping by replicates also lead to a learning effect? M. Grønbeck* ¹ , H. Hopfer ² , H. Heymann ² , ¹ <i>University of Copenhagen, Denmark</i> , ² <i>University of California, Davis, USA</i>
[P367]	Swiss wine and cheese pairings, a happy wedding! V. Jaggi ¹ , P. Piccinali* ² , P. Deneulin ¹ , ¹ <i>Changins University for Viticulture and Oenology, Switzerland</i> , ² <i>Agrroscope, Switzerland</i>

Oral Poster Programme

The oral posters will be displayed throughout the conference

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[OP01]	Children's sensitivity to basic tastes and their corresponding acceptance and intake of representative lemonades M. Hersleth* ¹ , V. Dånmark Vatn ² , I. Berget ¹ , N. Lien ² , V. Lengard Almlí ¹ , ¹ <i>Nofima AS, Norway</i> , ² <i>University of Oslo, Norway</i>
[OP02]	Engaging elementary students to improve consumption of healthful foods in schools A. Snelling* ¹ , C. Newman ² , J. Guthrie ² , L. Mancino ² , ¹ <i>American University, USA</i> , ² <i>USDA-ERS, USA</i>
[OP03]	Food enjoyment in children - Effects of a learning program K.S. Myhrer*, V.A. Almlí, M. Hersleth, <i>Nofima AS, Norway</i>
[OP04]	A thousand ways to say 'delicious!' W. Ariyasriwatana*, L.M. Quiroga, <i>University of Hawaii, USA</i>
[OP05]	An international comparison of eating habits using a mobile application capturing consumers own photographs and comments along their day A. Brugerolle, C. Hugol-Gential, A. Giboreau*, <i>Institut Paul Bocuse, France</i>
[OP06]	Evaluating consumers' willingness to buy environmentally friendly wines: A store experiment E. Ginon ¹ , P. Bazoche ² , L.H. Esteves dos Santos Laboissière ^{3,4} , J. Brouard ¹ , S. Issanchou* ³ , ¹ <i>Burgundy School of Business, France</i> , ² <i>INRA, UR1303, France</i> , ³ <i>INRA, UMR1324 CSGA, France</i> , ⁴ <i>Universidade Federal de Minas Gerais, Brazil</i>
[OP07]	"Tasty sounds": When the sound symbolism of the product's name influences consumers' overall perception and liking S. Favalli* ^{1,2} , T. Skov ¹ , C. Spence ² , D.V. Byrne ³ , ¹ <i>Copenhagen University, Denmark</i> , ² <i>University of Oxford, UK</i> , ³ <i>Aarhus University, Denmark</i>
[OP08]	Chinese consumers' use of food nutrition label and its determinants R. Liu* ^{1,2} , C. Hoefkens ¹ , W. Verbeke ¹ , ¹ <i>Ghent University, Belgium</i> , ² <i>China Women's University, China</i>